

Message Text

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SUBJECT: EXPANDED COMMERCIAL EVENTS IN ITALY

FOR SECRETARY KREPS FROM AMBASSADOR GARDNER

1. I RECENTLY HAD THE PLEASURE OF VISITING A HIGHLY SUCCESSFUL PRINTING AND GRAPHIC ARTS COMMERCIAL EXHIBITION AT THE UNITED STATES TRADE CENTER IN MILAN. WHILE THERE, I HAD AN OPPORTUNITY TO DISCUSS AT LENGTH WITH OUR COMMERCIAL OFFICERS POSSIBILITIES FOR TAKING ADVANTAGE OF THIS RESOURCE, AND STAGING SIMILAR EXHIBITIONS FROM TIME TO TIME IN OTHER MAJOR CITIES OUTSIDE OF THE MILAN AREA. IN MY VIEW, REACHING OUT TO OTHER PARTS OF ITALY WITH PRESENTATIONS OF THE LATEST AMERICAN TECHNOLOGY AND KNOW-HOW WOULD BE CONSISTENT WITH COMMERCIAL OBJECTIVES WHICH THE TRADE CENTER SO WELL CARRIES OUT. AT THE SAME TIME, SUCH PRESENTATIONS WOULD HAVE SIGNIFICANT POLITICAL PAY-OFF FOR US IN ITALY, WHICH AS YOU KNOW IS PASSING THROUGH AN EXTREMELY DELICATE PHASE. WE MUST REMIND ITALIAN STUDENTS, WORKERS, AND TECHNICIANS EVEN MORE FORCEFULLY OF THE TECHNOLOGICAL, SCIENTIFIC, AND INDUSTRIAL ACCOMPLISHMENTS OUR SYSTEM FOSTERS AND PRODUCES.

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2. AN OPPORTUNITY TO PUT INTO PRACTICE THIS SUGGESTION ARISES IN THE DYNAMIC FIELD OF COMPUTER TECHNOLOGY, WHERE WE ARE SO ADVANCED, AND ITALY IS A LEADING GROWTH MARKET. AS A STARTER, I SUGGEST THAT THE MILAN CENTER BE AUTHORIZED TO STAGE A MAJOR COMPUTER TRADE SHOW IN ROME DURING THE NEXT FISCAL YEAR., THIS WOULD SERVE AS AN EXTENSION OF THE ANNUAL COMPUTER SHOW HELD AT THE TRADE CENTER IN MILAN, AND WOULD

GIVE US FIRST-HAND EXPOSURE TO THE LARGE COMPUTER MARKET IN THE CAPITAL AND IN THE SOUTH. IT WOULD ALSO HAVE AN IMPORTANT IMPACT ON SCIENTIFIC AND EDUCATIONAL CIRCLES IN THIS AREA.

3. I UNDERSTAND THAT PLANNING FOR A COMPUTER SHOW IN ROME WAS UNDERWAY A YEAR AGO, BUT WAS RULED OUT BY THE COMMERCE DEPARTMENT ON GROUNDS THAT BUDGETARY AND PERSONNEL RESOURCES OF THE TRADE CENTER MUST BE UTILIZED IN A HIGH COMMERCIAL IMPACT AREA, NAMELY, MILAN. HOWEVER, I AM TOLD THAT THIS EVENT COULD BE ORGANIZED WITH PARTICIPATION OF ITALIAN AGENTS OF AMERICAN COMPANIES, WITH COSTS DIVIDED AMONG EXHIBITORS. IT WOULD THUS BE SELF-FINANCING. ONLY THE PERSONNEL RESOURCES OF THE TRADE CENTER STAFF NEED BE COMMITTED.

4. ANOTHER TECHNIQUE I SHOULD LIKE TO SEE APPLIED MORE WIDELY IN ITALY IS THE TECHNICAL SALES SEMINAR. TWO TOPICS OF PARTICULAR INTEREST TO ITALIAN INDUSTRY ARE SOLAR ENERGY AND ENVIRONMENTAL PROBLEMS. I HAVE HEARD THAT YOUR DEPARTMENT IS VERY ACTIVE IN THESE AREAS. IN TERMS OF BOTH COMMERCIAL AND POLICY OBJECTIVES IN ITALY, I HOPE THAT COMMERCE WILL SEE FIT TO UPGRADE ITALY IN THE LIST OF PRIORITY COUNTRIES TO BE VISITED BY EXPERTS THAT YOU ASSEMBLE FOR TECHNICALS SALES SEMINARS IN THESE DISCIPLINES. WE AT THIS MISSION ARE DOING OUR PART WITH LOCALLY MOUNTED SEMINARS, BUT PROFESSIONAL TEAMS ORGANIZED UNDER THE COMMERCE DEPARTMENT'S AUSPICES WOULD HAVE MORE IMPACT.

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5. I WOULD HOPE THAT YOU WILL FIND THESE PROPOSALS FOR EXPANDED ACTIVITY IN ITALY IN KEEPING WITH PRESIDENT CARTER'S STRONG, RECENTLY EXPRESSED INTEREST IN EXPORT EXPANSION. I SHOULD ALSO LIKE TO SUGGEST THAT YOU CONSIDER PAYING A VISIT TO ITALY IN THE NEAR FUTURE. I DISCUSSED THIS POSSIBILITY WITH ERNEST LOTITO DURING HIS RECENT VISIT HERE. INDEED, I FEEL THAT SUCH A VISIT WOULD BE MOST HELPFUL TO OUR MISSION HERE IN ITALY DURING THIS CRITICAL PERIOD. GARDNER

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